



4TH NATIONAL SEMINAR ON
STRATEGIES FOR SUSTAINABLE
COMPETITIVE ADVANTAGE IN
A GLOBALIZED ERA

SUSPIRE-2019

March 09, 2019

Organized by **Department of Management**,
ITM Group of Institutions, Opposite Sithouli Railway Station,
NH-75, Jhansi Road, Gwalior-475001 (M.P.)

4TH NATIONAL SEMINAR ON STRATEGIES FOR SUSTAINABLE COMPETITIVE ADVANTAGE IN A GLOBALIZED ERA

SUSPIRE-2019

09 March 2019

BRIEF DESCRIPTION

Sustainable Competitive Advantage (SCA) has been a strategic concern to enterprises. In the era of knowledge economy, such an advantage migrates to the human-brain oriented intangible assets or Intellectual Property Right (IPR). Combined with strategy, this brings up the importance of multi-disciplinary integration and business renovation in management infrastructure for the sake of SCA. SCA allows the maintenance and improvement of the enterprise's competitive position in the market. It is an advantage that enables business to survive against its competition over a long period of time. It thus has become a buzz word in today's business environment. Therefore, we are witnessing organizations of all sizes adopting various policies, practices, strategies, and perspectives in the drive to achieve sustainable competitive advantage rather than just growth. This seminar focuses on paper presentations on the contemporary issues of management. The seminar intends to bring all the academicians, researchers & practicing managers to come together and provide exposure to new endeavors and horizons in meeting management challenges. The one day seminar will also include paper/poster presentation. The seminar is also open for students to present their views and ideas in the form of paper/poster presentations.

OBJECTIVES

The seminar would attempt to identify, document & explore the research being undertaken on Strategic Management. It would serve as a common platform to discuss the issues, problems & challenges related to Strategic Management.

KEY THEMES OF THE SEMINAR

Major theme of the seminar being "Managing Strategies for Sustainable Competitive Advantage", papers are invited on contemporary issues reflecting the strategies and role of sustainable competitive advantage in following functional areas of Management.

- Strategic Management
- Marketing
- Finance & Accounting

- Human Resource Management

SUB THEMES OF THE SEMINAR

Papers on contemporary issues in Finance, Marketing, HRM, Production, IT, International Business, and other related topics are invited. The list of topics mentioned below is only suggestive. Empirical papers with focus on specific research issues in Indian context will be preferred.

STRATEGIC MANAGEMENT

Competitive strategies in different sectors of economy, Nature of Firm, Hierarchies and Markets, Strategic Models in India, Leadership and Strategy, Managing transition from entrepreneurial firms to professional firms, Corporate Governance.

MARKETING

Corporate Social Responsibility and Ethics in Marketing and Advertising, Business and Network Marketing, Consumer Behavior, Distribution Channels and Retailing, Innovation and New Product Development, Internet Marketing and E-Commerce, Marketing and Forecasting, Marketing in Emerging Economies, Marketing Metrics and Measurements, Marketing Research, Personal Selling and Sales Management, Pricing and Financial Issues in Marketing, Promotion and Marketing Communications, Brand Management.

FINANCE AND ACCOUNTING

Financial Markets, Portfolio Choice, Asset-Pricing, Contingent Pricing, Futures Pricing and Market Efficiency, International Financial Markets, Financial Institutions and Services, Capital Budgeting, Investment Policy, Financing Policy, Mergers & Acquisitions, GST, Corporate Governance.

HUMAN RESOURCE MANAGEMENT

Communication, Competency mapping, Compensation, Employment vs. Employability, Branding in HR, Performance Appraisals, Training and Development, Employee Engagement, Employment sustainability.



GUIDELINES FOR THE PAPER SUBMISSION:

- The manuscript of the full paper is in MS Word format (Times new Roman 12 and 1.5 spacing) should reach us on or before **February 20, 2019**.
- The electronic submissions can be mailed to:
itmsuspire@gmail.com
with subject line as "SUSPIRE- National Seminar on Strategies for Sustainable Competitive Advantage in Globalized Era".
For more details visit: www.itmgoi.in

GUIDELINES FOR POSTER PRESENTATION:

- Chart paper double fullsize size (A4)

IMPORTANT DATES

Last Date for Submission of Abstract with Full Paper

February 20, 2019

Date of Notification of accepted papers

February 22, 2019

Last date of Registration for Seminar

March 01, 2019

Seminar Date

March 09, 2019

WHO CAN BE THE PARTICIPANTS?

Industry Professionals, Academicians, Research Scholars and Students.

Note : Selected papers of good research quality content will be published in an edited volume with ISBN, cost of publication per paper will be Rs. 500/-

BEST PAPER AWARD

Best paper award will given out of the selected paper by the panel of jury members.

REGISTRATION FEE

Industry Professionals.....Rs. 1000/-

Academicians:.....Rs. 700/-

Ph.D. Scholars/Students:.....Rs. 500/-

On the spot registration charges will be increased by 20% of the fee. Registration fee includes admission to all technical sessions, lunch, tea and conference kit. The participants are welcome to bring guests. A nominal registration fee for guest is Rs. 300/- which includes admission to all technical sessions, lunch, tea/snacks, and other social / cultural event. Accommodation will be arranged (subject to availability) as per requisite payment basis. Participants requiring accommodation may inform us in advance by indicating it in the Registration Form.

Note : In Case of a joint paper, each author should be registered separately

ACCOMMODATION DETAILS

Accommodation for the guest, delegates (participants) for SUSPIRE 2019 will be provided in the off campus guest Houses /Hostel/Hotels on twin sharing basis.The allotment will be on first come first served basis and it should be prior informed and

mentioned in the registration form along with the accommodation fee. Accommodation can be arranged on request ranging between Rs. 600 to 4500 Per head/Per day/ based on the requirements and availability.

QUERIES RELATED TO THE SEMINAR

In case of any queries, an email can be put to

itmsuspire@gmail.com

The queries or request for information will be fulfilled within 48 hours of receipt.

ABOUT ITM GOI

Established in 1997, ITM is an A-Grade institute having most number of courses in the state accredited by NBA. ITM is an approved institution by AICTE, Govt. of India, recognized by Govt. of M.P and affiliated to Jiwaji University, Gwalior and RGPV University Bhopal (M.P). The institute is conceived with an objective to impart quality education in the field of engineering ,technology and management so that it emerges as a world class institution by contributing towards research and education and producing high class managers, engineers and technologists. Various institutes under ITM GOI are situated in the sprawling area along the green hills of vindhyachal ranges at a highly visible site on National Highway No.75, Opposite Sithouli Railway Station. The Highway is Four –way express lane connecting the north to south of India.

ABOUT DEPARTMENT OF MANAGEMENT

Department of Management started in the year 2006 under the aegis of ITM, offering M.B.A with the affiliation of Jiwaji University Gwalior. Management Department at ITM equips the students with the necessary skills and knowledge through intensive, immersive and challenging experiences. It provides a firm foundation in the major business disciplines with core business skills by offering distinguished management and research programmes with specializations in Finance, Marketing, Human Resource Management and International Business.

ABOUT GWALIOR

Gwalior is a historical city, situated in the state of madhya pradesh (the heart of india), 120 kms far from 'The city of TAJ MAHAL' AGRA. The Ancient Indian Classical School of Music "Dhrupad" was fine tuned here and spread to various parts of India to acquire local flavors, Known as "The City of Music", the legendary musician Tansen also belongs to Gwalior and became one of the nine jewels of Emperor Akbar's court. Tansen innovated many complex beautiful Ragas. Thereafter, the city responded so well to music that a few members of many families took classical music as their life time passion. The city has perhaps the richest musical tradition among all the cities in this great country starting from Tansen, Baijubawra, Hassukhan, Haddukhan, Krishnarao Pandit, Chhote Bhayya Puchhwale, Bande Ali Khan, Shankar Rao Pandit and to come to the living legends Malini Rajurkar, Ustad Amjad Ali Khan and indeed the list is endless.

CHIEF PATRON

Shri Ramashankar Singh

Founder Chancellor, ITM University Gwalior

PATRONS

Smt. Kanupriya Singh Rathore

Chairperson, ITM Universe, Vadodara

Smt. Ruchi Singh Chauhan

Pro-chancellor, ITM University Gwalior

Shri Ravindra Pratap Singh Rathore

Managing Director, ITM Universe, Vadodara

Shri Daulat Singh Chauhan

Managing Director, ITM University Gwalior

SEMINAR CHAIRMAN

Dr. Meenakshi Mazumdar,

Director, ITM GOI Gwalior

CONFERENCE SECRETARY

Dr.Preeti Singh

Mobile:-8839025749

Email id: -preeti.singh@itmgoi.in

CO-ORGANISING SECRETARY

Dr.Ankit Gupta

Mobile:-8959696170

Emailid:-prof.ankit7@gmail.com

ITM GROUP OF INSTITUTIONS

AICTE Approved Technical Campus/Affiliated to RGPV Bhopal & Jiwaji University, Gwalior(Estd. 1997)

Opposite Sitholi Railway Station, NH-75, Sitholi ,Gwalior (M.P.), India

Website: www.itmgoi.in



REGISTRATION FORM

Name :

Mailing Address :

City State : Pin Code :

Institute/Company/Organization :

Designation :

Title of Research Paper (If applicable) (Block Letters)

E-mail Contact Number :

Accommodation Required : YES NO

Fee Detail: Cash/Online Transfer/DD :

Date :

Bank Name :

Branch :

Signature



Organized by
Department of Management
ITM Group of Institutions
Opposite Sithouli Railway Station,
NH-75, Jhansi Road, Gwalior-475001 (M.P.)